



Working with the Media: How to Make Your Messages on Tuberculosis Count

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Abstract:

The aim of this handbook is to equip individuals and programs with the tools necessary for working with the media to spread messages regarding TB. The handbook walks the reader through the planning and execution of media outreach: from thinking about goals to attracting media attention. Tips and suggestions for developing key messages, handling interviews, writing news releases and calling journalists are also included.

The document is currently available online. In the future it will also be available in hard copy and will be translated into French.

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Notes

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